

## **FUNDAMENTALS OF BUSINESS PLAN FOR COSMETIC ESTABLISHMENT AND ITS DEVELOPMENT**

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Organization and business planning of professional cosmetics and perfume sale is an actual issue for own business establishing. Probably, an idea to sale perfume and professional cosmetics is not a new in itself, but even under the competition of a high level at the market the new entrants have all chances to be succeed on the assumption that they will manage to find their niche. Every person is eager to authenticity. People are becoming more educated; more often they pay attention to the products they choose. And this tendency is being persisted and increased.

Business planning at a cosmetic establishment – is an independent type of planned activity which is directly connected to the establishment. This is the ordered set of stages and actions, related to situational analysis of the environment, business planning goals' setting, development of business plan, its promoting to the intellectual property market, business plan implementation, monitoring of the plan's performance.

The aim of the work is knowledge improvement in business planning of cosmetic establishment and its development; design of business plan for establishment's development program for the near future.

Within investigation the methods of systematic analysis, monitoring, logical generalization etc. were applied. As a theoretical foundation for the work, the research papers of domestic and international authors in business planning of activities of enterprises and cosmetic establishments were used.

The research conducted has found that such type of business as an establishing of perfumery and cosmetics shop is a super lucrative, subprime and prospective. One of the main conditions of its operation is an existence of economically advantages choice location that is associated with objective economical and financial events and state of the market.

Thus, business planning describes process of enterprise operation, displays how its authorities are planning to reach the goals and tasks, primarily, in profitability. The well developed business plan assists to achieve new positions at the market, to create prospective plans of its development, concepts of new goods and service manufacturing, and to choose rational ways of disposal.